

For Immediate Release

## **CARU RECOMMENDS JAKKS MODIFY ADVERTISING FOR ‘EYECLOPS’ GOGGLES TO BETTER DEPICT ADULT SUPERVISION**

*New York, NY – August 10, 2009* – The Children’s Advertising Review Unit of the Council of Better Business Bureaus (CARU) has recommended that JAKKS Pacific modify television advertising for “Eyeclops Night Vision Goggles” to better depict adult supervision.

Television advertising for the product came to the attention of CARU – the children’s advertising industry’s self-regulatory forum – through CARU’s ongoing monitoring practices. The commercial appeared during children’s programming.

CARU strives to assure that advertising directed to children is truthful and accurate, and that it conveys the appropriate safety message when children are shown participating in activities that present the risk of harm. The advertising at issue depicts three boys, two of whom are wearing the Goggles, sneaking up on an older sister who is standing near a balcony and a staircase. The boys turn out the light, startling their sister.

The commercial then depicts the boys sneaking up on their father, who is working in the family garage. The boys turn out the light, but find that their father is wearing a pair of Goggles. The closing shot shows the product and the accompanying voice-over that states, “Adult supervision required.”

The Goggles are powered by infra-red driven night vision technology. Both the product packaging and the product Website include the following language:  
“WARNING: ADULT SUPERVISION REQUIRED. . .”

Upon its review of the advertising, CARU questioned whether the advertiser adequately depicted the need for adult supervision in the commercial and whether representations of the boys turning off the lights was behavior that might pose a safety risk.

The advertiser contended that the commercial depicted “meaningful and adequate adult supervision and participation” in play.

Following its review of the advertising, CARU determined that the commercial at issue did not adequately depict adult supervision and recommended the company modify the broadcast ad.

Jakks, in its advertiser’s statement, said the company has “always has fully respected and supported both CARU’s mission and its Core Principles and Guidelines when developing our commercials.”

The company noted that it disagreed with CARU’s findings, but said it would “continue to develop and refine our rigorous commercial development review process which seeks to follow these Core Principles and the Guidelines. We will carefully consider CARU’s guidance related to this particular commercial as we continuously strive to produce fully compliant commercials in the future.”

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*CARU’s inquiry was conducted under NAD/CARU/NARB Procedures for the Voluntary Self-Regulation of National Advertising. Details of the initial inquiry, CARU’s decision, and the advertiser’s response will be included in the next NAD/CARU Case Report.*

**About Advertising Industry Self-Regulation:** The National Advertising Review Council (NARC) was formed in 1971 by the Association of National Advertisers, Inc. (ANA), the American Association of Advertising Agencies, Inc. (AAAA), the American Advertising Federation, Inc. (AAF), and the Council of Better Business Bureaus, Inc. (CBBB). Its purpose is to foster truth and accuracy in national advertising through voluntary self-regulation. NARC is the body that establishes the policies and procedures for the CBBB's National Advertising Division (NAD) and Children's Advertising Review Unit (CARU), as well as for the National Advertising Review Board (NARB) and Electronic Retailing Self-Regulation Program (ERSP).

NAD and CARU are the investigative arms of the advertising industry's voluntary self-regulation program. Their casework results from competitive challenges from other advertisers, and also from self-monitoring traditional and new media. The National Advertising Review Board (NARB), the appeals body, is a peer group from which ad-hoc panels are selected to adjudicate those cases that are not resolved at the NAD/CARU level. This unique, self-regulatory system is funded entirely by the business community; CARU is financed by the children's advertising industry, while NAD/NARC/NARB's sole source of funding is derived from membership fees paid to the CBBB. Funding for ERSP is derived from membership fees paid to the Electronic Retailing Association. For more information about advertising self regulation, please visit [www.narcpartners.org](http://www.narcpartners.org).